

Motorcycle Safety – FY 2016

Motorcycle fatalities have steadily grown over the past decade, largely a result of the increased number of motorcycle riders. Motorcyclists in Michigan constitute 12 percent of all fatalities. Nearly 50 percent of those fatalities occur in Wayne (Metro Detroit), Oakland, Macomb, and Washtenaw counties Genesee County, and Muskegon, Ottawa, and Kent counties (West Michigan).

Goals:

Decrease fatalities and incapacitating injuries involving motorcycles by 3 percent from 634 in 2014 to 616 by December 31, 2017.

Task 1: Training and Education		\$734,000
Revision 10/14/2015		\$730,000
Section 402 funds		\$550,000
Section 405(f) funds		\$184,000
	Revision 10/14/2015	\$180,000

Motorcycle Public Education and Outreach

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$30,000	402
Grant Start-up	October 1	
SHSP Strategy	Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Educate motorcyclists on crash prevention by exhibiting up to three major motorcycle events by September 30, 2016.	

The education and outreach campaign will strive to increase the likelihood of motorcyclists obtaining their motorcycle endorsement, seeking training, preventing crashes, and wearing high visibility gear.

Funding will also support exhibiting at motorcycle events to assist in promoting the safety campaign to hundreds of thousands of motorcyclists. These events are Michigan Bike Time, Baldwin Blessing of the Bikes, and Flint's Back to the Bricks.

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Returning Rider Basic Rider Training and Advance Rider Training

Project Number	MC-16-01	
Benefit to Locals	No	
Grantee	Michigan Department of State	
Grant Amount, Funding Source	\$150,000	405(f)
Grant Start-up	October 1	
SHSP Strategy	Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	<p>Increase the number of motorcyclists trained in basic and advanced from 9,400 in 2014 to 9,450 by September 30, 2016.</p> <p>Provide up to eight professional development sessions for current Motorcycle Rider Coaches by September 30, 2016.</p>	

Rider training serves as the first point of preparation for safe motorcycle riding in Michigan. The Michigan Department of State will continue to manage a training program teaching advanced riding skills to endorsed riders as well as a basic rider course for returning riders. The courses will focus on skill development at real world speeds, which was shown in crash studies as lacking by those who are fatally crashing on motorcycles. Riders will be trained on proper braking, throttle management, high speed maneuvering, and curve negotiation while riding their own motorcycles. Riders will be exposed to and encouraged to wear protective and high visibility riding gear in the classroom.

Funding will support training costs and materials.

High Visibility Motorcycle Vest Pilot Project

Project Number	CP-16-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$500,000	402
Grant Amount, Funding Source	\$ 4,000 10/14/2015	405(f)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Distribute up to 9,500 high visibility motorcycle vests to students who successfully complete any of the public/state sponsored motorcycle safety classes by September 30, 2016.	

For three years, OHSP has been promoting the use of high-visibility riding gear at motorcycle shows and events in Michigan. In Fiscal Year 2015, OHSP purchased

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9,000 high-visibility motorcycle vests for students who passed a public/state sponsored motorcycle training course in the state.

The continuation of this pilot program is necessary in Fiscal Year 2016 to increase the use and acceptance of high-visibility riding gear in order to decrease fatalities and serious injury crashes involving motorcycles.

With NHTSA approval, OHSP is proposing to buy up to 9,500 vests. OHSP will conduct another Direct Observation Motorcycle Helmet and High-Visibility Riding Gear Use survey in Fiscal Year 2017 to ascertain the effectiveness of this pilot program.

A “Buy America Act” waiver will be required for this purchase.

Funding will support the costs of the high visibility vests.

Operation Shadow Rider

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$20,000	402
Grant Amount, Funding Source	\$30,000	405(f)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Conduct at least one mailing to unendorsed motorcycle riders by September 30, 2016.	

OHSP will collaborate with the Michigan Department of State to locate unendorsed riders based on the addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, OHSP will contact each unendorsed rider by mail in order to inform the rider about the availability of the Returning Rider Training classes, and the Basic Rider Training classes offered, in hopes they will obtain their motorcycle endorsements.

Funding will support the mailing to the unendorsed riders in Michigan.

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Task 2: Evaluation		\$30,000
Section 402 funds		\$30,000

NHTSA Motorcycle Program Assessment

Project Number	CP-16-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$30,000	402
Grant Start-up	October 1	
SHSP Strategy	Develop, research, and pilot test new countermeasures.	
Project Objective	Obtain recommendations to improve Michigan's motorcycle safety program by completing a program assessment by September 30, 2016.	

Evaluation of traffic safety programs is a required and critical component to determine the successfulness of the initiatives and efforts. Michigan has made great progress in the last decade at promoting the motorcyclist operator training program and addressing the unendorsed motorcyclist issue. An updated, outside look at the program is necessary to assist in determining the future direction that should be followed. Michigan's last motorcycle safety program assessment was conducted in 2005.

Funding will support the distribution and costs of the assessment.

Task 3: Program Management		\$129,000
Section 402 funds		\$129,000

Program Management

Project Number	CP-16-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$129,000	402
Grant Start-up	October 1	
SHSP Strategy	N/A	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.